**WINTER/SPRING 2022 | ADD GIFT LETTER | NEWS | EFFORT 1**

Dear [First name],

 When the news just won’t take a day off, your need to stay up-to-date doesn’t either. Every day, you know you can count on [STATION] to be here for you.

Consider just how much you’ve come to rely on the thorough, trusted reporting of [**STATION**] – especially over the past two years – to keep you informed about the pandemic, our rapidly changing climate, elections, politics, schools, social and racial justice... ***and this just scratches the surface of the many ways you have come to depend on [STATION]***.

[STATION]’s intelligent and informed daily coverage of key issues, events, and culture – from local to global – is something that no other service provides.

 Free daily access to meaningful cultural experiences is something we all need so much right now – connections to great music, art, theatre, and books, to fantastic and intriguing storytelling, and to a whole world of history, science and culture examined in eye-opening ways that have the gratifying power to bring you new ways to see and understand the world.

 ***[STATION] is radio that matters***, made possible through contributions from listeners – people who care about [STATION] – people who take the important step to make sure [STATION] always has the resources to serve our community with exceptional public radio.

This is why I urge you to donate to **[STATION]** today with your contribution to ensure that the news and cultural coverage you count on never takes a day off.

 ***Your donation makes an essential difference*** – it expands your connections to our dynamic region and to the wider world. It ensures that no matter what happens in the world, you have a thoughtful, trusted place to turn to make better sense of it.

**Yours is a contribution that’s vital to staying connected to the world of news, ideas, and information, and keeping it strong and healthy** **on [STATION]**.

 For ***Morning Edition*** and ***All Things Considered***… for ***Radiolab*** and ***This American Life***… for the hard news you need… and for the inspiring ideas you’ll connect with next...

Please support [STATION]. Because [STATION] matters – and so do you.

Sincerely,

Name

Title

P.S. Make sure *radio that matters* has the crucial resources to continue to bring you the news and culture you need. **Donate to [STATION] today**!

**WINTER/SPRING 2022 | ADD GIFT LETTER | NEWS | EFFORT 2**

Dear [First name],

 In the company of [**STATION**], each day gives you the opportunity to meet the world fresh, to delve into questions that don’t have easy answers, to connect with ideas that intrigue and enlighten, and to truly be challenged to think smarter about the world around you.

 Whether it’s ***Morning Edition*’s** hard-hitting, in-depth coverage… **Terry Gross’** fascinating cultural conversations with great thinkers and creators… or the wild rides through unpredictable landscapes offered by ***Radiolab*** and ***This American Life*** *–* ***this is radio that matters***. And it alldepends on the dedicated support of people like you.

**That’s why I ask you to support the essential news and smart entertainment that’s so much a part of your life with a donation to [STATION] today.**

 No matter how you get the news of the day – in your car, at work, at home, on the run – your continued support is essential to ensure [STATION] can continue to be your place for news about what matters to you. Especially with so many unknowns ahead in 2022 – about our climate, the pandemic, the upcoming elections, and more, you count on [STATION].

 Because when we talk about the news that [STATION] brings you every day – powerful moments from around the globe and down the street – we’re talking about ***things that matter***.

 And no matter the hour or the season, [STATION] never lets up in its determination to serve the people who live in [CITY/REGION] and elsewhere, ***because YOU matter***.

 There’s no doubt that the added commitment you demonstrate with your [STATION] donation is the best way to build support for more radio that matters with programs like ***All Things Considered****…* ***The Takeaway****…* ***Fresh Air****…* ***On the Media****…* ***1A****…* and more.

 [STATION]’s producers, reporters, and hosts are *counting on you* to help ensure that essential fact-centered news coverage that matters moves forward. Please be part of meeting [STATION]’s important fundraising goals. **Make your difference for meaningful radio that rewards you with life-enhancing news and culture every single day.**

With appreciation,

Name

Title

P.S. Please count yourself in as a supporter of this vital service that provides so much for so many – including ***YOU***. Make your generous donation to support [STATION] today.

**WINTER/SPRING 2022 | ADD GIFT EMAIL | NEWS | EFFORT 1**

**Subject Line Options**:

[STATION] is radio that matters

Your donation makes a difference

News never takes a day off, so we can’t either...

**Preview text**: Consider how often you’ve turned to [STATION] in recent months.

Dear [First name],

When the news just won’t take a day off, your need to stay accurately up-to-date doesn’t either. Every day, you know you can always count on [**STATION**] to be here for you with intelligent and informed coverage of key issues, events, and engaging culture.

Consider just how much you’ve relied on the thorough, trusted reporting of [STATION] – especially over the past two years – to keep you informed about the pandemic, climate change, elections, politics, schools, social and racial justice, and so much more.

***[STATION] is radio that matters***, made possible by **donations** from listeners who see to it that [STATION] always has the resources to serve our community with exceptional public radio. This is why I urge you to **support [STATION] now with your contribution**.

Button: **HERE’S MY SUPPORT FOR [STATION]**

***Your donation*** helps toensure that no matter what happens in the world, you have a thoughtful, trusted place to turn to make better sense of it.

For ***Morning Edition*** and ***All Things Considered***… for ***Radiolab*** and ***This American Life***… for the hard news you need… and for the inspiring ideas you’ll connect with next... **please support [STATION] now**. Because [STATION] matters – and so do you.

Sincerely,

[Signature]

Name

Title

**P.S.** Make sure ***radio that matters*** has the crucial resources to continue to bring you the news and culture you need. **Please donate to [STATION] today**!

**WINTER/SPRING 2022 | ADD GIFT EMAIL | NEWS | EFFORT 2**

**Subject Line Options**:

Radio that depends on your vital support

Determined to serve the people of [CITY/REGION]

Here because you matter

**Preview text**: [STATION] depends on the dedicated support of listeners like you.

Dear [First name],

Whether it’s ***Morning Edition*’s** timely, in-depth coverage… **Terry Gross’** fascinating cultural conversations with great thinkers and creators… or the wild rides through unpredictable landscapes offered by ***Radiolab*** and ***This American Life*** *–* ***[STATION] is radio that matters***. And it alldepends on the dedicated **support** of people like you.

No matter the hour or the season, [STATION] never lets up in its determination to serve the people of [CITY/REGION] and beyond, ***because YOU matter***.

That’s why I ask you to support the essential news and smart entertainment that’s such a part of your life and **make your donation to [STATION] now**.

Button: **YES, [STATION] MATTERS TO ME!**

No matter how you get your news – in the car, at work, at home, on the run – your continued support is essential to ensure [STATION] can continue to be your place for what matters to you. Especially with so many unknowns ahead in 2022 – our climate, the pandemic, the upcoming elections, and much more, you’ll count on [STATION] more than ever.

**Please make your donation now to support vital and meaningful radio** that rewards you with life-enhancing news and culture every single day.

With appreciation,

[Signature]

Name

Title

**P.S.** Please **count yourself in as a supporter** of this vital service that provides so much for so many – including ***YOU***. Make **your generous donation** to support [STATION] today.